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DATE: May 14, 2010

TO: Advertising and Promotion Committee

FROM: JD Allen, Manager

RE: **Meeting of Thursday, May 27, 2010, at 2:30 pm**
Sacramento Farm Bureau Office Building – Harvest Room

In consultation with Promotion Committee Chairman, Rajeev Davit, we have called a meeting of the Advertising and Promotion Committee for the above time and place. We encourage you to come to the Farm Bureau for this important meeting where we will make a recommendation to the Board on the domestic and foreign promotion proposals and the nutritional proposal.

We trust all of you will make every effort to be there. **Please use the enclosed “response form” in whatever manner you prefer so we will know how many will be attending.**

Special accommodations will be made for the physically handicapped, vision or hearing-impaired persons upon request. If accommodation is required, please call the Board office within 48 hours of the start of the meeting.

For program information (braille, large print, audiotape, etc.), individuals should contact the Board office 48 hours prior to the meeting.



California Cling Peach Board

Advertising & Promotion Committee M.A.P. Task Force

Thursday, May 27, 2010—2:30 p.m.

California Farm Bureau Building — Harvest Room

A G E N D A

- A. Call to Order/Attendance/Establish Quorum--*Chairman Rajeev Davit*
- B. Self-Introductions
- C. Minutes of meeting of May 11, 2010
- D. Promotion
 - 1. Domestic Promotion Proposal – *Ginny Hair*
 - 2. Foreign Promotion Proposal – *Jean Valentine*
 - 3. Nutritional Study Proposal
- E. Recommendations to the Board
- F. Adjournment

Action may be taken on any of the above agenda items